

Intergrated Adult Healthy Lifestyle Service - One You Kent (OYK) Annual Report April 2018 – March 2019

Organisation Name

Tonbridge and Malling Borough Council

Organisation Visual *(Optional)*

This report is due to be submitted on the 31st May 2019 to the phperformance@kent.gov.uk email box

Please Note:

- *Do not PDF your annual report*
- *Please add summary data to your narrative to provide context, you can also refer to your performance schedule*
- *If you would like to include additional visuals and documents to support and evidenced your narrative in each section of this report, please provide as separate documents but clearly mark which section the document refers to.*

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1. Introduction and Overview of the OYK integrated healthy lifestyle programme

What were your aims for 2018/19 with the funding from KCC Public Health?

Please provide a concise narrative summary regarding

- Your overarching aims
- Sources of any additional funding
- Impact
- Achievements
- Challenges and how these were overcome

The funding received by KCC Public Health is used to deliver a range of health projects and initiatives to improve and protect the population of Tonbridge and Malling with the aim of improving the health of the poorest fastest. This supports the Public Health Outcomes Framework 2015-19 of;

- Supporting people to live healthier lifestyles and make healthier choices and reduce health inequalities;
- Reduce the number of people living with preventive ill health and people dying prematurely; increase life expectancy while reducing the gap between communities.

Healthy Weight

Adult Healthy Weight:

- To support the National and local agenda of reducing the levels of obesity by recruiting 250 people on to the Counterweight adult weight management programme
- To support participants to achieve a long-term sustained weight loss with a goal of losing 5-10% of their body weight.
- To ensure our residents are equipped with the knowledge and skills to make healthy lifestyle choices to achieve & maintain a healthy weight

Family Healthy weight:

- Sustained long-term movement towards and maintenance of a healthier weight among overweight or obese children
- To support families to lead healthier lifestyles by choosing to eat healthier and exercise more.

Mental Health, Community and Wellbeing

- To support the vision of KCC's drive towards embedding a whole council approach to improving Health and Wellbeing
- To support KCC's Corporate Outcomes Framework 2015 -19 and Public Health Outcomes Framework (PHOF)
- To support the improvement and protection of the health and wellbeing of the people of Tonbridge and Malling, enabling them to lead healthy lives with a focus on the differences in outcomes within and between communities
- To address issues relating to domestic abuse, community cohesion and social isolation through a range of projects and community initiatives that aim to raise awareness of services,

To support the 'Make every Contact count agenda

OneYou Kent

- Extend healthy life expectancy through prevention of chronic conditions such as obesity, cardiovascular diseases and diabetes.
- Reduce health inequalities
- Reduce avoidable demand on the health and care system in Kent.
- To motivate people to achieve and maintain a healthy lifestyle by supporting them to make positive lifestyle choices

2. Campaigns/Promotion/Awareness

Please provide a concise summary of events, campaign and activity

Please include copies of any links to local media coverage that you are aware of. If you have used Twitter or Facebook, please include your analysis of these (for

example the number of Facebook followers since starting the programme, level of Twitter activity, effectiveness in promoting your programme)

- In the first part of the year used the TMBC facebook and twitter accounts to promote campaigns, events, programmes, walks etc. Media team at TMBC regularly re-post and re-share campaign information from charities such as Diabetes UK, change4life etc.
- The OneYou team add to the TMBC social media pages with local events and programmes, for example when the OneYou weight loss programme is running, pictures of the team out at health walks, posts about local exercise classes which the team attend etc.
- During the end of 2018/2019 it was decided that the districts would contribute to the OneYou Kent facebook and Instagram account. This will be in addition to updating the tmbc social media accounts.
- **OneYou Kent Show-** Advisors spent the day at the KCC show to provide advice on OneYou.
- **Oncology Event** at Ditton Community Centre- Stand at the event for patients with or those who have previously had cancer. Stand with props, information and advisors who can give advice on behaviour change. We attend this event 4 times a year
- **Communities and Housing Advisory Board-** Presentation to board members and update on OneYou.
- **West Kent GP's Presentation-** Presentation following GP Signposting training. Update for GP staff on the OneYou service and how their receptionists can utilise the OneYou service
- **Health Checks on eligible TMBC staff** – A one you advisor arranged a succession of days inviting eligible staff in for a health check. These health checks opened up conversations with staff about their health which they may not have done previously.
- **East Malling Beach Event** – Stall at the East Malling centre making smoothies for families. Information of OneYou and free blood pressure checks. Smoothie bike available for families to cycle to make a smoothie.
- **Tonbridge Calling Festival** – Stand at event and advisor to offer advice about health.
- **Stronger Kent Community Fair (Angel Centre)** – Stand with props to promote OneYou. Spoke with the public, leaflets handed out, Blood pressure checks, public encouraged to take the one you quiz.
- **GP Practice Park Run Event-** Advisors took part in the Park Run at leybourne lakes to encourage people to sign up. GP's also ran in order to be

able to confidently prescribe exercise. Promoted and advertised on social media.

- **Tonbridge jobs and training fair** – Stand at the angel centre promoting OneYou, blood pressure checks for the public.
- **Boots Pharmacy** – OneYou advisors at the store on Tonbridge high street offering free blood pressure checks along with advice on healthy lifestyles for the public. Information about OneYou and how to sign up. OneYou have planned to have a regular slot in store to promote one you and offer blood pressure checks. Boots pharmacy team have also attached flyers of the event on to the prescription bags of clients, particularly the Nepalese community to encourage them to come in and have their blood pressure checked.
- **Social Prescribing Day-** OneYou teamed up with RBLI, Macmillan and other organisations to promote services and discuss how social prescribing can support them in life. A one you advisor also had representation at a local GP surgery to promote OneYou and linked with external organisations.
- **Macmillan Youth Cancer event** – Held at the Village hotel, representative from MBC OneYou and TMBC OneYou. Speaking with attendees about healthy lifestyles, how to increase physical activity levels through health walks, exercise referrals etc.

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How did you promote the programme?

Please provide a concise narrative summary on how you targeted and promoted your programme to different target groups

- Pharmacies – The team were instructed to visit each pharmacy in the borough to become familiar with the staff and provide the store with updated OneYou Kent information for them to hand out to clients. Stores have come back to us asking for some time from the OneYou advisors to offer blood pressure talks and talk to clients about lifestyle behaviours. This will be organised for financial year 2019-2020
- Leaflets- New leaflets were produced at the start of the year to provide the residents of Tonbridge and Malling with useful information on how to access services, download apps and links to the website so that they can look on the one you Kent website.
- Leaflets sent to Tonbridge castle, Tonbridge pool, Larkfield leisure centre, libraries, community centres, local exercise classes.
- Feedback sent to GP's about progress of clients and new programmes coming up.
- Posters were put up in libraries, cafes and community centres.
- Adverts in local magazines; 'Tonbridge what's on', Tonbridge Lions Club.
- All email contacts contacted to promote services
- Parish Council notice boards, magazines and websites.

- Relationships were made between external providers and charities which included:
 - ✓ Communigrow
 - ✓ ParkRun
 - ✓ TM Active
 - ✓ K- Sports
 - ✓ Health Walks
 - ✓ Local exercise classes
 - ✓ Diabetes prevention programme
 - ✓ RBLI
 - ✓ Porchlight
 - ✓ CAB
 - ✓ Shawtrust
 - ✓ MIND
 - ✓ Porchlight
 - ✓ British Heart Foundation

These organisations have all received information on OneYou and aware of how to refer into the service

3. Service User Feedback

What Do People Think about Your Services?

Please provide a concise narrative summary of client feedback and how it was used to improve services. Include, where available, information on client numbers who reported as either satisfied or very satisfied.

Counterweight testimonials:

“Excellent programme to increase awareness of what to eat and how to increase exercise. The ladies that run Counterweight were always supportive and encouraging, thank you”.

“Sally and Natalie have been fantastic during this year. I love the way that we have been monitored over the 12 months and can always call them regarding any queries.

"I think it has been a great course to make you think about all areas of wellbeing and I definitely think different now as a result"

"Really useful course. Opens one's eyes to eating healthily. Good encouragement by staff and great ideas from listening to others on the course."

"I feel more educated and able to continue with my weight loss. I have reduced my calorie intake by 60% and I am more aware of what I am eating"

"It highlighted all the points on lifestyle we know (diet food etc.) but ignore. Having them brought forward makes them work."

"We have found that the Counterweight girls, Sally and Natalie have really helped us to change our lives and lose weight and help us to make new friends. Sally helped us find our get up and go and start swimming which we have continued with"

"I am more aware of diet and exercise and eat less bread now. I have switched cake for fruit. I do a Healthy Walk with TMBC each Wednesday as recommended by the girls."

"I am feeling a lot better in myself. I have done great and everything is enjoyable. Love it!"

"Since coming to Counterweight I have lost a stone and have learnt to eat sensible. The girls have been really helpful. Sally and Natalie have been very good at giving us advise on healthy eating and helped us to go swimming. Thank you for helping us."

Overview of Participants

Please provide a breakdown of clients including:

- Deprivation
- Equalities breakdown
- Clients with protected characteristics (including those with a learning disability)
- Details of any participants from target groups

- This data may not be a true reflection of the clients coming through as clients who have certain disabilities don't always recognise that they do or they may not be able to read and write properly.
- Some of the referrals which come in only have limited information on them, and then we may not be able to contact them.

Reasonable Adjustments

Please give details of any reasonable adjustment made to support any groups

4. Lifestyle Advisors - Programme Overview

Please provide a short summary on the programme detailing what was achieved (including any unexpected outcomes), how outcomes were measured, and any plans for future improvements following feedback and analysis of data.

At TMBC four lifestyle advisors were employed to fill two full time positions.

The role of an OneYou lifestyle advisor has come a long way from how we originally saw the job role looking. The advisors are required to see people who want to lose weight, move more, eat well, drink less and be smoke free. Referrals can often specify that an individual's primary goal is to lose weight but until they are in an assessment with an advisor the truth of the matter is not clear.

Clients are often presenting with much deeper issues which need addressing, these can include debt issues, gambling addiction, mental health ranging from mild to severe to include schizophrenia, PTSD, bi-polar etc., severe anxiety, social phobia,

homelessness, domestic abuse, hoarding, bereavement, isolated, severe drug and alcohol addiction, disabled.

Good relationships have been formed with many different organisations to be able to support the clients with a range of issues which in turn may help them be able to focus on changing their unhealthy behaviours.

5. Healthy Weight Adults - Programme Overview

Please provide a short summary on the programme detailing what was achieved (including any unexpected outcomes), how outcomes were measured, and any plans for future improvements following feedback and analysis of data.

Counterweight is a 12 week, evidence based weight loss programme. Aimed at a moderate weight loss of 5-10% and has demonstrated evidence of both clinical and cost-effectiveness. It is a structured weight management intervention delivered over a 12-month period, using behavioural strategies to assist people to change their lifestyle.

Highlights

- 135 participants engaged in at least one session on the programme
- 87 participants engaged in the programme
- 87 engagers lost weight
- 48 (55.17%) of engagers lost <3% weight
- 20 (22.99%) of engagers lost 3-4.9% weight
- 19 (21.89%) of engagers lost >5%

Risks

Referrals for Counterweight now come through the One You referral pathway route, clients are often referred through their GP or have been informed by a health professional. Clients are often referred because their BMI is over 28, other reasons for referral are unknown until the client arrives for their first assessment. Generally clients are complex and have a variety of reasons as to why they are unable to lose weight, these reasons range from inactivity due to medical issues, loneliness which

leads to comfort eating from boredom, a range of medication which can cause weight gain or make it hard to lose weight. We find that groups are now smaller because we have assessed people to ensure they are ready, but often the groups are

Healthy Weight - Family Weight Management Pilot - Programme Overview

Please provide a short summary on the programme detailing what was achieved (including any unexpected outcomes), how outcomes were measured, and any plans for future improvements following feedback and analysis of data.

6. Physical Activity - Programme Overview

Please provide a short summary on the programme detailing what was achieved (including any unexpected outcomes), how outcomes were measured, and any plans for future improvements following feedback and analysis of data.

Workshop

Our second workshop that we held had a theme of increasing physical activity (image 1) clients who have entered the service, as well as the general public were invited to attend a 4 hour workshop to find out about local activity programmes. There were talks from TM active, short mat bowls, communigrow, K-Sports and a local exercise instructor Jessie Spacey who runs a stretch and move class.

Participants were encouraged to take part in activities from the local services, people also had an opportunity to speak to OneYou about their journey and find out about upcoming events.

15-20 people attended this workshop and the feedback was positive.

Walks

The TMBC health team run 10 walks over the week, covering all days and good access to a nearby walk for all residents of Tonbridge and Malling. Walks are held at

accessible points with ample parking, they are led by trained volunteers who are equipped with the skills to enable anyone at any ability to attend a health walk.

Walking for Health – During the course of the year we have added an additional walk at St Marys Platt, this walk was created due to the addition of social prescribers. The walks are very well attended and the feedback from them is positive.

The team have been working closely with TM Active.

There is certainly a requirement for people to improve their physical activity levels. TMBC and TM Active have a good working relationship which allows the OneYou advisors to easily refer clients to their exercise referral scheme.

The relationship between TMBC and TM Active means clients who access OneYou are able to receive a discounted rate at TM active of £35 instead of £44. The team have also support the TM Active 150 programme by having a presence at their groups Walking netball, walking football, stretch and move class and exercise classes in the gym. The OneYou advisors will take clients to these groups if anxiety is an issue, this allows the client to recognise a familiar face but also good promotion for OneYou as a brand.

OneYou have also formed a strong relationship with a local gym in Ditton, K-Sports. K-Sports has a newly built gym and social area. K-Sports have discounted the gym membership for clients who access K-Sports through OneYou, they have also agreed that OneYou clients can have a tour or free access in to the gym before signing up to get a feel for a gym setting. K-Sports also support our exercise element of our adult weight management programme. Counterweight clients are introduced to a variety of exercise instructors with the hope that they will find something they enjoy and be more likely to sign up to an exercise class at the end of the 12 weeks. (Image 2)

OneYou Advisors have also started to build relationships with local exercise classes, sampling them to be able to demonstrate to the client but also so that the local community are aware of OneYou. (Image 5)



Image 1



Image 2



Image 3



Image 4





7. Improved Diet - Programme Overview

Please provide a short summary on the programme detailing what was achieved (including any unexpected outcomes), how outcomes were measured, and any plans for future improvements following feedback and analysis of data.

Clients are referred on to our internal weight management programme Counterweight, Counterweight is an 11 week programme designed to help people lose weight, and keep it off for good. Not all clients are suitable for a weight loss group due to mental health issues, working hours, home/life conditions etc.

Clients are encouraged to write a food diary for support with their weight loss, one you advisors can look at individuals diets and use the eat well guide to support clients with choosing the right foods and losing weight.

One You advisors also use the British heart foundation booklets and information to help clients make healthier choices.

Workshop



OneYou held their first workshop at Snodland community centre in September, clients were encouraged to come along to gain more knowledge around eating healthily, and we invited a chef from who demonstrated how to cook some of the meals using the easy meals app.

Clients also had a chance to speak with each other about their own journeys and the OneYou team were on hand for advice and support.

8. Alcohol - Programme Overview

Please provide a short summary on the programme detailing what was achieved (including any unexpected outcomes), how outcomes were measured, and any plans for future improvements following feedback and analysis of data.

Clients receive brief alcohol advice when they score more than 5 on the audit-c. Those who received a high risk score were referred to CGL for specialist support. The team have a range of useful props to demonstrate the amount of sugar and calories found in common alcoholic drinks. We also cover alcohol as part of our counterweight course on session 5 to explain how alcohol can lead to weight gain and strategies to reduce units.

9. NHS Health Checks/MOT Programme Overview

Please provide a short summary on the programme detailing what was achieved (including any unexpected outcomes), how outcomes were measured, and any plans for future improvements following feedback and analysis of data.

10. Wellbeing - Programme Overview

Please provide a short summary on the programme detailing what was achieved (including any unexpected outcomes), how outcomes were measured, and any plans for future improvements following feedback and analysis of data.

The OneYou team at TMBC put on two workshops over the year to maximise the client's journey and improve their wellbeing. The themes of the workshops were cooking and improving physical activity.

The Team leader met with the team from IESO in the year to discuss working better together.

11. Workplace Health - Programme Overview

Please provide a short summary on the programme detailing what was achieved (including any unexpected outcomes), how outcomes were measured, and any plans for future improvements following feedback and analysis of data.

TMBC

Aylesford: Deacon Trading Estate including **Arriva**, **Quazer** and **Qualitex**, Aylesford Business Park (St Michaels) and Quarry Wood Industrial Estate and Royal British Legion Industries

East Peckham – Branbridges Estate

Larkfield Trading Estate

Platt Industrial Estate

Borough Green: Hornet Business Park

Wrotham – Gasoline Alley Estate

Snodland – Sort Mill Road Estate

Other workplaces in TMBC / Sevenoaks

Over the last year 2018/2019 I have worked with the legal group **Cripps LLP** (now trading as Cripps Pemberton Greenish) **South East Water** (HQ Snodland and operations team in Tonbridge) with their contractor **Clancy Docwra** benefiting from the top down all-inclusive interventions around Health & Safety and Mental Health and Wellbeing.

Southern Water in Burham, had a healthy lunch presentation and NHS health checks in the workplace for over 80 male employees. We covered One You Kent support, 6 ways to wellbeing and gave all members of staff a free cool bag to keep their food fresh, clean and protected whilst out in the field. The majority of these workers are out all day clearing sewers so a detailed offering was made to make workplace wellbeing accessible to all.

Clarion Housing (previously Russet Homes) continue to promote One You Kent to staff. We worked in 'Unison' with their union members (and non-members) on several staff wellbeing days over the year. There have been huge changes in the company with amalgamation to a national organisation. This has had a ripple-effect on staff who had report high levels of stress during this tumultuous period. Referred to One You Kent pack.

TMBC themselves have been working towards a better understanding of Mental Health and Wellbeing in the in the workplace and thereby enabling us to implement an action plan for change to ensure that mental health pressures do not escalate within the workplace.

We are working with **Screen Cancer** (based in Medway) across the whole of Kent regarding sun safety with members of the **ECA (Electrical Contractors Association)** based in Sevenoaks. Many of their members are small traders and work outside. Referred to One You Kent pack.

Warner's Solicitors, Home Instead, Carers First in Tonbridge (and Sevenoaks office), **Abbey Funerals, Castle Cars** (Taxis) and **Tonbridge Old Fire Station** (Restaurant and Coffee House **21mm Coffee**) have all done their Dementia Awareness Training for staff. The training has had a knock on effect with better customer service reported and confidence in business. Dementia affects carers, employees and employers allowing these workplaces to work support their staff with care, flexitime, reasonable adjustments and compassionate leave. The above group of workplace and individuals work together to bring about Tonbridge Dementia Awareness Week annually with schools and religious centre involvement. Referred to One You Kent pack.

Barnes Lodge (Specialist Dementia Care Home in Tonbridge) Six Ways to Wellbeing and Counterweight / Healthy Eating. Referred to One You Kent pack.

Sulstons Kitchen (Restaurant and catering, Tonbridge) Husband and wife team run this extremely popular yet niche gem in Tonbridge town centre. Both are very keen on health and wellbeing and enjoy sharing their passion for health and wellbeing with their many clients. Their healthy eating menu is creative and inspired. Referred to One You Kent pack.

Hugh Lowe Farms (West Peckham and Mereworth) The fruit pickers have been focusing on preventing workplace injury relating to repetitive strain injury (RSI) by introducing simple stretching exercises prior to a long day fruit picking during high season for strawberries. Their workplace has over 22 different languages spoken, so they ensure all of their communication is visual. Six Ways to Wellbeing and referred to One You Kent pack.

Mind West Kent (Tonbridge and Sevenoaks offices) several healthy eating, wellbeing and physical activity ventures for staff and clients. Referred to One You Kent pack.

RSPCA Leybourne – Six Ways to Wellbeing Referred to One You Kent pack.

The **Gallagher Group in Aylesford** have been working on Men's Health including Diabetes awareness and Men's Cancer, such as prostate cancer awareness with Orchid Charity Kent Ambassador "Miss Orchid". Referred to One You Kent pack.

Kent County Council (Adult Services) Tonbridge and Swanley – Healthy Eating Talks and physical activity. Referred to One You Kent pack.

Snodland Town Council staff – Health Walks, Love Where You Live and Six Ways to Wellbeing. Referred to One You Kent pack.

Pierce Hill Project Services (PHPS) Surveying & Construction Consultants in Tonbridge. Love Where You Live / Six Ways to Wellbeing– Health Walks (Lunchtimes) along with the river with litter picking

Bridge Trust (HQ) Homelessness Charity and charity shop staff. A huge amount of work has been done this year to update wellbeing policies and implement small yet significant change to improve work-life balance for staff. Referred to One You Kent pack.

The **Forever Living** (sole traders) have signed up in Tonbridge, East Peckham and Kings Hill (as wellbeing is their business) Referred to One You Kent pack.

Heart of Kent Hospice in Aylesford, all 400 + staff engaged with innovative wellbeing practices and culture in the workplace.

Mantra: Care for yourself well to give the best of you to those who rely on your care. They have completed several Counterweight courses, engaged in step challenges and active fundraising at events (cycling, running, walking). Referred to One You Kent pack.

Premier in Ryarsh, referred to One You Kent pack.

Spadework in Offham working with staff and clients of this fantastic café, plant nursery charity. Referred to One You Kent pack.

12. Quality

Staff Recruitment, Training and Professional Registration

Please provide a concise narrative summary including evidence - based practice, guidance and standards.

- Understanding health improvement
- MECC
- Obesity conference – London
- Optimal diet and lifestyle strategies for the management of cardio-metabolic Risk
- Social media
- Mental health first aid
- Suicide training
- Degree

Meetings attended by Team Leader

- Self-care and prevention
- Healthy weight task and finish
- Snodland partnership
- East Malling partnership
- Trench Partnership
- West Kent elected members forum
- West Kent operational meeting

Internal audit and lessons learned and Policies and Procedures in place

Please provide a summary

14. Wider Impact

- Added Social Value
- Health in all policies work

How has your programmes demonstrated a wider impact, has there been any additional impact on families and communities?

During 2017-2018 two bids were made between leisure and the health team. The first bid was for an outdoor gym and the other for 'pocket parks' in which we bid for money to enable the council to purchase a shipping container which could be placed in Haysden park and used for shelter or for activities for the OneYou team to use. Unfortunately these bids were unsuccessful but there will be continued joint working between leisure and health.

The partnership meetings which are attended by the team leader focus on how to improve any issues that may be occurring in the area.

What could you identify as added value? This might include any match funding

What achievements have been made to the contribute to Health In all policies work

RISKS/ISSUES

- **KCC Website** – In early 2018 the districts and KCHFT came together to make KCC aware of the issues around the website. It was felt that the website didn't reflect the work that was being done across Kent. Compared to the national website it looked disjointed, messy and was difficult to the public to navigate around. At TMBC there a lot of work has been done to promote OneYou, information gets sent out across the borough but the branding and information leads the public back to the OneYou Kent page so there was concern that members of the public may not find the website useful and may not generate a referral. The website has since been changed so the districts will monitor the uptake into service. When referrals are low it has a huge knock on effect as our Counterweight programmes and workshops and filled up with OneYou referrals.

- **Uptake to Counterweight – Previously mentioned.**
- **Universal number** – As a partnership it was agreed that there would be one number for referrals into OneYou, the decision was made that the contact centre at Sevenoaks district council would receive all the calls for OneYou. There has been a general concern that a '0300' number may concern people if they think they might have to pay per minute. We also have to update the contact centre about new programmes and workshops and expect the call handlers to know a lot about each district.
- **Database-** The database that was purchased from AN computing has caused a huge variety of problems, the advisors spend a lot of time inputting data after seeing each client. Advisors mention that it is difficult to use.

Future work

- **As a west Kent partnership we are going to produce a feedback form/survey for our clients so that we can highlight the strengths of the service but also how we can improve.**
- **Health operational steering group and health action team meeting booked to start the process of working in collaboration with other teams to ensure the health inequalities action plan is written up.**